

Abstract

OFFER OF SPORT SERVICES IN HEALTH RESORTS OF CZECH REPUBLIC

This work is describing spas and spa services in the Czech Republic. It is describing emergence of spa industry in our country as same as in the rest of the world. It is explaining the process of spa healthcare, which services are, and which are not included in donated care in the Czech Republic. It is mainly focusing on sports services and the offer of sports in spa resorts Poděbrady and Mariánské Lázně. Using SWOT Analysis, it is trying to find strengths, weaknesses, opportunities and threats in relation to these resorts. This work is trying to find importance of sport and the proportion of sport services in compare to all spa services. It is also trying to point on possibilities of development of sport services in spa resorts Poděbrady and Mariánské Lázně.

Finally it is recommending that the offer of sport activities in spa resorts Poděbrady and Mariánské Lázně should expand to reach higher level of quality of Czech spa industry at all.

Keywords: Balneology, services, wellness, sport